

Wheat Pool Proves Successful

Every Farmer Should Sign The New Contract In Order To Protect His Own Interests (By M. H. Ward)

Now is the time set for signing the new contracts—let us show those who are opposed to the Pool that we are alive to the benefits which are being derived from this great organization. Let us sign, by the thousands within the next few days.

Let Dr. Magill see by unmistakable evidence that we are not to be influenced by his bold endeavours in favor of the Grain Exchange, which would and does seek to extract from the purse of the farmer, his lawful profit.

Figures Won't Lie
Those who are inclined to disbelieve that the Grain Exchange operates at the expense of the producer have only to refer to the figures given out by the Grain men, themselves, prior to the introduction of the Pool System of marketing.

Aims of The Pool.
The aim of the Pool, is to divide between the producer and the consumer, the unearned profits of the middle-man who existed under the old system of wasteful marketing. Co-operation both in buying and selling is taking the field throughout the world. Yes, it is in the fore in every leading country. To Alberta belongs the credit of establishing the biggest co-operative organization in the world—to the three western Provinces because the credit of developing it. The eyes of the entire North American continent, and to the greater or lesser degree the eyes of the entire world, are focused upon the wheat grower of Western Canada. While the American farmer is struggling along, trying to put farm bulks, and farm-busines through the American Congress, the wheat grower of Western Canada is solving his own problem, and setting an example, which if

nourished, is destined to change the marketing systems of the world.

Its Magnitude
I would call your attention to the fact that the Canadian Wheat Pool controls over one-fourth of the exportable wheat of the entire world. It has in the last four years been a tremendous factor in stabilizing prices.

But the aims of the Pool will never be fully accomplished until every farmer realizes his responsibility in this regard—until every farmer is willing to become part of the organization which is working in his own interests. Every farmer who joins the Pool is true to his neighbor—every farmer who remains outside denies his own interests.

The farmer must either run his own business, or he must allow the middle-man to handle his (the farmer's) products as the interests of the middle-man dictates.

The middle-man was necessary when wheat growing was being developed—when wheat was not the food of most of the world which has attained the benefits of civilization. Today transportation and world crops are so developed and stabilized that co-operative marketing of wheat has taken the field, just as naturally as the automobile has superseded the horse and buggy. And in the field of marketing, the Wheat Pool is destined to benefit the producer just as greatly as it did extend the scope of man's travel per day.

Don't Be A Knecker!
The man who stands outside the Pool offers no improvement upon the old system of wasteful marketing. Tomorrow that system will be a matter of history. Today it has outlived its usefulness.

Signs Of The Times
When the Grain Exchange has expanded its interests as far as it might



Built for Endurance

BEHIND the beauty of Chevrolet there is an abundance of strength and stamina. As there is a great store of rugged power. The rugged chassis steel frame, the sturdy heavy-duty motor, the powerful suspension and every detail of construction combine to give the owner of every model of Chevrolet the most reliable, most economical, most efficient of all cars. As Chevrolet has been designed for beauty, power and performance, it has been designed for endurance. And this is the most beautiful, the most powerful and the most rugged Chevrolet.

Chevrolet History—is selling at new, low prices, the lowest for which Chevrolet has ever been sold in Canada.

Model	Price
Standard	\$255
Special	\$275
Super	\$295
Master	\$315
Deluxe	\$335
Commercial	\$355
Truck	\$375
Truck	\$395
Truck	\$415
Truck	\$435
Truck	\$455
Truck	\$475
Truck	\$495
Truck	\$515
Truck	\$535
Truck	\$555
Truck	\$575
Truck	\$595
Truck	\$615
Truck	\$635
Truck	\$655
Truck	\$675
Truck	\$695
Truck	\$715
Truck	\$735
Truck	\$755
Truck	\$775
Truck	\$795
Truck	\$815
Truck	\$835
Truck	\$855
Truck	\$875
Truck	\$895
Truck	\$915
Truck	\$935
Truck	\$955
Truck	\$975
Truck	\$995
Truck	\$1015
Truck	\$1035
Truck	\$1055
Truck	\$1075
Truck	\$1095
Truck	\$1115
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Truck	\$4395
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Truck	\$4435
Truck	\$4455
Truck	\$4475
Truck	\$4495
Truck	\$4515
Truck	\$4535
Truck	\$4555
Truck	\$4577

The Most Beautiful Chevrolet



Chevrolet History

Strathmore, WHITE & SON
Rockyford, F. W. GIBSON

Alberta
Alberta

in buying and selling wheat, it sold futures—paper options which many times exceeded the actual wheat produced in Canada. It was no longer operating as a legitimate purely wheat selling agency.

Elevator Companies Profits
To find what enormous profits the elevator companies have made, we live along the new C.P.R. line have only to investigate profits as made by the elevators along this line in their first year of operation. Eighteen elevators were erected. They practically paid for the cost of construction out of the first year's crop. Who actually paid for these elevators? The farmers. Who, today, holds their title? The elevator companies. The grain trade owns and controls these elevators.

I fail to see why any farmer cannot understand the necessity of owning and controlling the elevators and terminals which exist only for one reason—to handle his product.

Efficiency
By the Pool method of selling, the identity of the farmer's wheat may

be retained until it reaches the market of the world.

The intermediate payment of the 1925 crop, which was paid in the summer of 1926, was distributed among the farmers of the three Western Provinces. In the pre-Pool days, this would have been divided between the Grain Exchange of the world. This payment was received at the time the farmer would naturally require money to meet his marketing expenses.

The Former System
Under the old system, the fortunate farmer received a top price for his wheat, while his neighbor received a price possibly fifty per cent. lower. The second farmer marketed his wheat at a low cost of production, and it seemed that a few misfortunes would cause his financial collapse. Yet, both farmers had raised wheat which was of the same value as food for man—a very poor method for intelligent farmers to use in marketing

their product. That was the method of the world.

1925 all grain must be prior to the introduction of the Pool. No successful marketing agency could handle his products under such a haphazard system. He sells for what he considers a profitable price, and through Manufacturer's Associations he arranges a set price.

When all farmers become alert to their own interests they will all market their wheat in this same and sensible manner.

Pool Elevators
To date the Pool owns and operates 42 country elevators, and this year we will add at least another 100 to the list. This great investment has been financed purely through a deduction of only two cents per bushel of grain delivered by Pool members.

What a stupendous investment could have been made, had every farmer in the Province signed when the contracts were first open for signatures. In this event, the farmer would have received at the rate of five and a half cents the operation of the elevators, through his own system, in his own

hands. You cannot delay, if you look the problem simply in the face for no argument founded upon facts can be brought forth against this system of marketing. Co-operation is the word which is destined to denote freedom and just prices for both the producer and the consumer, and it is for every farmer to lend his hand, and receive the benefit.

Sign your Contract today.
THE BOW RIVER NEWS

CONGRESS A JOKE

"The United States Government is a joke, a mere burlesque of capital, a mere burlesque of nothing at all. Congress is a joke." The Government cannot abolish poverty, or anything else. It had tried to abolish beer. "The country has been in the hands of the bootlegger ever since. It is not under prohibition. It is under prohibition agents and grafters."



President Healy of the C. P. R. stands just before the doors of the new Canadian Pacific Hotel Hotel "Palace" were opened to the public on May 24.

Montreal committee composed of representatives of the Toronto Union and the Canadian Pacific, are shown on the Niagara River, Ontario.

"Centrate" the new wheat variety, which recently was introduced in Canada, is shown in the field.

White water near the Canadian Pacific Hotel Hotel "Palace" was shown to the public on May 24.

Healy is famous for many things but not the least for the fact that he was the first to introduce the new wheat variety in Canada. Here are just getting a meal of the new wheat.

Representatives of the Canadian Pacific Hotel Hotel "Palace" are shown in the field.

Diamond Jubilee CELEBRATION on July 1st and 2nd

STORE CLOSED FRIDAY AND SATURDAY

Open all day Wednesday and Thursday till 9 p.m. or Later

Buy on Thursday to last until Monday, as the Dominion Government have declared Friday and Saturday public holidays, and we have no option in this Matter.

OUR STORE FULL WITH HOLIDAY REQUIREMENTS TO EAT OR WEAR FOR WOMEN AND MEN, BOYS AND GIRLS. WISHING YOU A HAPPY TIME AT CARSELAND ON FRIDAY, AND STRATHMORE'S BIG DAY ON SATURDAY.

OUR MOTTO—Reliable Goods, Lowest Prices for Quality Goods and Competent Obliging Service.

GATENBY'S DEPT. STORE

STRATHMORE

PHONES: Groceries 28

Dry Goods 100

Residence 45

**LEO MILLER SPEAKS
ON CHILD RIGHTS**
—o—
Advocates Study of Eugenics and Social Hygiene.

ALBROWWOOD, June 28.—Leo Miller delivered an enlightening and progressive address to an attentive audience of both young and old, last evening. Taking as his subject, "Child Rights," he covered a rather extensive field, starting three generations back and leading up to the future.

"Every child has the right to be well born," said the speaker. "Every child has the right to good blood and to a sound body." Many men can speak with authority on how to raise good purebred Holstein cattle. They know the effects of heredity, but how many of you know the effects of heredity in the human race? Heredity is not everything, but it plays an important part in man's lives, environment, volition, (willpower), and heredity, who of you is able to say anything of these three is the greatest in shaping the future of the lives of men?"

Tails of Jukes Family
Mr. Miller then used the classical illustration of the Jukes family. "That is not the real name of the family, but is the name they are known by. From this one degenerate man, came eleven generations, each more and more degenerate. They left a trail of sorrow and misery, and were a menace to the State. Blood will tell in humans just as surely as it will tell anywhere else."

The speaker then referred to other families of fit men, who have produced several successive generations of fit men—men who have been leaders in state affairs.

"I am sure to say that heredity counts. After three months in college a girl became insane. The manager of the institution looked up the

record and found a number of similar instances of that nature in past generations of her ancestors. In the "City of Brotherly Love" (Philadelphia) there was organized some years ago a Child Saving Federation Bureau. Their object was to save the babies from his which cause physical defects or death.

"There are two diseases, which men and women are communicating to each other, which is causing a very high death rate among babies. They are also raising the death rate of the adult. Many of them are born blind or otherwise and afflicted. We find that most of these units are not born in a clean home, and of clean blood. Again, I say that every child had a right to be well born, and the right to be brought up in a Christian home. The Jukes were not Christians, and I want to hold up to you the value of a home, which is held up to be to Christ like. If there is one of you, who will say: 'Away with the Christian home,' you are trying to destroy one of the greatest things in our commonwealth."

Right To Be Understood
"Another right of the child is the right to be understood. I am glad to see in some homes of this community books which help the parents to train the child in every way possible. Fear not to apostrophize to a child. The child will never think less of you for a proper apology."

Mr. Miller then told of a little boy who came into the house, telling his mother that he had found four little kittens at the barn, and asked how they came to be there. "Oh, you mustn't ask about things like that, Johnnie," the mother replied. The mother should not have told him that, said Mr. Miller, she should have explained to him. She should have allowed him to know that they came to be there, just as naturally as do the beans grow

from the seed planted in the ground. Parents, you must tell your children about these things. You must not wait until some smutty-mouthed person on the street tells them of these things."

Editor's Note.—I am sure our readers have appreciated reading the above sermon. It is gratifying to note that some of our ministers and public men today are coming forth boldly, 'calling a spade a spade', instead of neutralizing their hearers to remain in ignorance about things which vitally affect them and their children.

Youth today says: "give me happiness," and nature replies in the words of that great social writer, Sinclair: "I give you fostering nooses and bursting glands." Our young people will know, and it is for us to tell them, rather than for us to try to hide from them, what they will otherwise gain from the bitter lessons of experience. Some of the problems referred to by Mr. Miller have to do with the deepest planted of human instincts, and some of them will likely be the last of all human problems to be solved—so it is gratifying that Mr. Miller desires to place his congregation in the front line of the onward march of civilization in this regard. Any service we may be to our readers, as to obtaining information along this or allied lines, we shall be only too pleased to render.

THE LABEL

On your paper indicates the date on which your subscription expires. IF YOU are in arrears we would appreciate an immediate settlement.

Municipal District of Bow Valley,
No. 219,
—o—
NOTICE OF SALE
—o—

Notice is hereby given under Section 48 of The Domestic Animals Act (Municipalities) that Buckskin Gelding, white face, branded on left hip, was impounded in the pound kept by Alfred Andersen, Carceland, located on the N.W. 21-21-25-4 on the 11th day of June, 1927, and that the said animal was sold on the 26th day of June, 1927, to N. Strong, owner of Carceland, and that the said animal may be redeemed by the owner, or on his behalf within a period of thirty days from publication of this notice in The Alberta Gazette, upon payment of all fees and costs due to the Municipality and the purchaser of said animal.

D. N. GARDINER,
Secretary-Treasurer

Municipal District of Bow Valley,
No. 219,
—o—
NOTICE OF SALE
—o—

Notice is hereby given under Section 48 of The Domestic Animals Act (Municipalities) that Black Stud Colt, no visible brand, and

Mare, branded on right hip, were impounded in the pound kept by Alfred Andersen, Carceland, located on N.W. 21-21-25, on the 6th day of June, 1927, and that the said animals were sold on the 26th day of June, 1927, to J. Nelson, of Carceland, and that the said animals may be redeemed by the owner, or on his behalf within a period of thirty days from the publication of this notice in the Alberta Gazette, upon payment of all fees and costs due to the Municipality and the purchaser of said animals.

For information apply to the undersigned.

D. N. GARDINER,
Secretary-Treasurer

Municipal District of Bow Valley,
No. 219,
—o—
NOTICE OF SALE
—o—

Notice is hereby given under Section 48 of The Domestic Animals Act (Municipalities) that Bay Mare and Colt, no visible brand, were impounded in the pound kept by Alfred Andersen, Carceland, located on N.W. 21-21-25, on the 6th day of June, 1927, and that the said animals were sold on the 26th day of June, 1927, to G. Staegness, of Carceland, and that the said animal may be redeemed by the owner, or on his behalf within a period of thirty days from the publication of this notice in The Alberta Gazette, upon payment of all fees and costs due to the Municipality and the purchaser of said animals.

For information apply to the undersigned.

D. N. GARDINER,
Secretary-Treasurer

Municipal District of Bow Valley,
No. 219,
—o—
NOTICE OF SALE
—o—

Notice is hereby given under Section 48 of The Domestic Animals Act (Municipalities) that Bay Mare Colt, no visible brand, and Buckskin Pony Mare, branded on right hip, was impounded in the pound kept by Alfred Andersen, Carceland, located on N.W. 21-21-25-4 on the 6th day of June, 1927, and that the said animals were sold on the 26th day of June, 1927, to Jas. Roger, of Carceland, and that the said animal may be redeemed by the owner, or on his behalf within a period of thirty days from the publication of this

Local Jottings :-

The funds for the expenses of Saturday's Commemoration Celebration will be mainly provided through the sale of tags, which the Girl Guides have kindly undertaken to sell. They go to the little workers and buy your tag promptly and make them feel happy.

Next Monday night at 8 o'clock the congregation of the United Church will hold a social and musicale to Mr. and Mrs. A.H. Howe, to which all members and adherents are cordially invited to be present.

The Girl Guides will sell the admission tags for the sports and entertainment, which will be held in the park on Saturday, July 2nd. The tag will admit to all the entertainment except the baseball match in the evening and the cost is only 25c. Children will be admitted free.

Miss Bray spent a few days visiting with her sister in Calgary.

Mrs. Harry Anderson has had her photo, her granddaughter and her great grandchildren.

John L. Graham of Calgary was in town on Monday and was disappointed not to meet his old friend P. Miller.

The Girl Guides will meet on Sunday at 2 p.m. at the Guide Hall for Church people to Memorial Hall at 2:30 o'clock.

Friends of Miss Clara Keeling, who has been seriously ill, will be pleased to learn that she is improving.

Archie McLean was in town on Friday, making preliminary arrangements for the Big Nightingale sports, which will be held at the McLean ranch about the end of July. Archie says the people just can't wait until they know the date, which will be announced definitely as soon as arrangements have been fully made.

Miss B. Emerson, R.N. Baby Clinic nurse from the Provincial Hospital, spent the week end with Mrs. W. F. McKenzie. Miss Emerson and Mrs. McKenzie were class mates at the Hamilton City Hospital, having graduated from there in 1909.

Notice in The Alberta Gazette, upon payment of all fees and costs due to the Municipality and the purchaser of said animals.

For information apply to the undersigned.

D. N. GARDINER,
Secretary-Treasurer

Last week Mr. Harry Thorburn was coaxed into giving an option upon the Strathmore Hotel to a Mr. Clarke, and his numerous friends were exceedingly sorry to learn that he had done so, as Harry has always, since coming to Strathmore, been a most popular citizen, ever ready to oblige anyone, and a consistent supporter of everything that came up in the interest and welfare of the town. Owing to sickness in his family, Mr. Clarke is unable to exercise his option, and Harry will now be able to settle down to business once more, for which he is mightily well pleased. Since he gave the option he has looked over several other towns to find a new location, and, as he says, failed to find one of the smaller towns in the same class as Strathmore. Harry says he was afraid that he was going to miss the big stampede of the Bow Valley on July 2nd.

Miss Trotter and Miss Irene Gardner, of the Calgary Alberta Editorial staff, were week end guests of Mrs. A. A. Moore.

Frank Moodle, of Calgary, who has been in Eastern Canada for several months, in the interest of the oil fields of Turner Valley, passed through Strathmore on Sunday.

CHURCH BULLETIN

ST. MICHAELS AND ALL ANGELS CHURCH
—o—

Dominion Day—Holy Communion 3 a.m.

Sunday, July 2nd—Dominion Day services will be continued. 11 a.m. Holy Communion. 7:30 p.m. Evensong.

On Saturday the members of St. Michael & All Angels' Sunday School were conveyed by the kindness of Messrs Slater, Sprinthorne, Hughes, Joe French, Douglas French, Tom Chamberlain, Lily Young and Biddle to and from the home of Mrs. Slater, where the annual picnic took place. First, second and third prize-winners among the contestants in the races are unfortunately too numerous to mention. All members are unanimous in the hope that such ideal picnic weather may be enjoyed again next year.

REV. WINTERS, Pastor

READ THE WANT ADS.

KEOMA MUNICIPAL

PICNIC

Bruce Lakes

Friday, July 1st

BASEBALL TOURNAMENT

BATHING — BOATING — SPORTS — BAND

— Admission 50c; School Children Free —

HAIL HAIL

—NOTICE—

All Companies operate this year under Board Adjustments. Our connections enable us to get you quick and satisfactory adjustments.

—SERVICE—

We guarantee to give the best service possible to all clients. Cover given by phone, day or night, by calling Strathmore 98.

—NOTES—

We will write Hail Insurance on notes for approved clients.

WE REPRESENT THE LARGEST AND STRONGEST INSURANCE COMPANIES

—PHONE '98' TODAY—

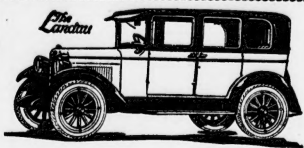
STRATHMORE AGENCIES

"The Insurance Specialists"
STRATHMORE, ALBERTA

FRED J. DUNN, Proprietor,
Phone H2666, Calgary

Jim Simmons, Manager,
Day and Night Phone 98

ROCKYFORD, DISTRICT AND GENERAL NEWS



HOW ABOUT A NEW CAR?
Or an Overhaul. We can serve you with both.

"HIGH QUALITY AT LOW COST"

F.W. GIBSON

ROCKYFORD GARAGE

Dealers in Chevrolet Motor Cars, and Atwater Kent
Motor Accessories of Every Description

Orthophonic Victrola

Place your order now. Consult our Easy Payment Plan.

BERT ERSWELL, Phone 4, Rockyford

DR. R. H. DENHOLME,
D.D.S., Calgary
will be at Rockyford every
WEDNESDAY
Situated at McGuire's Office,
Phone 1.

Dr. R. D. HEWSON, M.D.
Physician & Surgeon
Phonics 23 and 32, Rockyford
E.C.D. ICE CREAM
—None Better—
WAVERLY POOL ROOM
Phone 15, Rockyford

NOTICE

Notice is hereby given that A. J. Cammatt has been appointed as poundkeeper for the Village of Rockyford. Pound is situated on the N. 2, 1/4 Section 16, Township 26, Range 23, West of the 4th Meridian.

E. W. FUST,
Secretary-Treasurer

LOCAL SLINGSHOTS

WHOOPEE! He's here again! What? Why Ken Maynard in "The Unknown Cavalier", at the Rockyford Show next Friday and Saturday nights.
JOHN GIBBILIAUS has been demonstrating his prowess as an engineer for the past few days.
GILLESPIE walks around these days with I wish I could go fishing look on his face. Your Gilt.
THE NEXT TIME you are sent after something, Hank, try and not forget what it is.
FRED GIBSON says: "Before buying a horse you look in his mouth."

ROCKYFORD

Melvin Wase and Bobby Stone celebrated their birthday last Saturday with a party at the Ambrose Wise home. There were about forty kiddies in attendance, and they reported having a wonderful time.

Little Edna Cammatt celebrated her birthday last Saturday by entertaining a number of Rockyford kiddies at the Cammatt home near Rockyford. Mr. Cammatt drove to Rockyford for the kiddies, and brought them home again in the evening.

Those in attendance at the evening services of the Union Church last Sunday enjoyed a very interesting address given by Miss West, formerly of Strathmore. Miss West has for the past year been attending Simpson University at Indianapolis, Ind., and her subject was "The Spirit of the Youth of the American Universities". Miss West previously spent two years in Alaska, working in India, and expects to sail from Vancouver on July 21st on a return trip to that country.

Miss Elsie Simanah also gave a very interesting talk about student life, particularly along religious lines at the University of Alberta, where she is in attendance.

Friends of Mrs. Kennedy will be glad to learn that she was well enough to return to Rockyford Saturday evening of last week.

Several small hail storms have done considerable damage in this vicinity recently.

Mrs. T. A. Wiens was a visitor in Calgary last week.

Miss Dorothy Henderson, who is attending the University of Chicago, has arrived home to spend the summer months at the Henderson Ranch, near Taylor.

Mr. and Mrs. Waters, of Hamlet, are moving to Nanaima, where Mr. Waters has taken over an elevator.

Mr. and Mrs. W. B. Walrod and family, of Munson, and Mr. and Mrs. J. P. Walrod, of Medicine Hat, and Miss Marie Strong, of Strathmore, were visitors at the C. R. Walrod home last Sunday.

Mr. Charlie Eldard and Mrs. Frank Ryan motored to Calgary on Monday of last week.

Mr. H. E. Brown was a visitor in Rockyford on Wednesday of last week.

The meeting of the Rockyford Ladies Club scheduled to meet with Mrs. Lewis Roppel July 7th, has been indefinitely postponed. Further notice will be given as to where and when the next meeting will be.

The Ladies Aid of the Union Church served a very nice supper at the Rockyford Hall on last Wednesday evening. They report a large crowd in attendance.

Several carloads of Rockyford people drove to Drumheller last Sunday to see the same between Rockyford and the Nanaima team. The score was 11-10 in favor of Nanaima.

FAREWELL TEA AND SOCIAL EVENING

On last Sunday evening a brilliant farewell tea and social evening was conducted at St. Rita's Rectory, by the Catholic Women's League in honor of the Misses Frances and Justine Walsh left Rockyford on Wednesday evening and travelled east via the Trans-Canada Limited as far as Vancouver, from which point they expected to travel south to International Falls, Minn., where they were to meet their mother, and motor to Wisconsin to visit relatives, and after a month of visiting in Wisconsin the young ladies expect to spend the balance of the summer at their home in Laporte, Ont.

The Living and Dining rooms of St. Rita's rectory were beautifully decorated with Japanese lilacs from Miss Stephanie Cammatt's garden.

Mrs. Henry Katterhagen, as president of the Catholic Women's League, together with Mrs. Frank Ryan, Vice-president, were in charge of the affair. Mrs. Hugh Williams and Mr. Arthur Simpson were both in very fine roles, and rendered several solos. A piece of several charming duets by Father Bolz gave a piano solo.

A substantial luncheon, for which the Catholic ladies are famous, was served, and the host of friends of the Misses Walsh in attendance, departed at 6 p.m. after expressing their regrets at the departure of the young ladies from the community, and wishing them bon voyage.

CARSETLAND

The last time Smithy was in Calgary, he and his chum remained quite late, seeing the picture shows, with the result that his pal did not arrive home until after ten o'clock; the better half read the riot act by asking him what he meant by being so late, to which he replied: "Well right, my love I just hurried home 'cause I thought you might be lonesome, but I see your twin sister's staying with you."

Harold Smith quietly remarks that Gladys Zell has a kindly heart—Always thinks of Mother's wishes, Bought a nice new oletoch for Her ma to stand on washing dishes.

Mrs. Harry Groves Jar was removed to the Calgary Hospital last week to undergo an operation.

"The Unknown Cavalier"

FEATURING KEN MAYNARD

ROCKYFORD, JULY 1st & 2nd 7.30 p.m. — 8.30 p.m.

ROSEBUD, JULY 5th, 8.30 p.m. STANDARD, JULY 6th, 8.30 p.m.

LINGENFELDER SHOWS

When better pictures are made we will show them.

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Rockyford, Alta.

P. B. Club meeting will be held on the west, and, looking back over a period of two years, Queenstown has quickly been transformed from the former to the latter description.

The following parties made a trip to the oil field last Sunday: Mr. and Mrs. Greenwood, Mr. and Mrs. Sims, Mr. and Mrs. Homer Brown, Mrs. Roe, Mrs. Travers and Lyle Roe, Mr. and Mrs. Carl Ballard, and Mrs. Fred Jones, and Mrs. James G. Brown.

W. Greenwood is the latest to sport a new Chevrolet coach.

Mr. Longmeyer will arrive this week to take up his duties of the Union Church.

Mr. and Mrs. D. Anderson, of the A. P. Elevator, will be leaving for their new home at Cleyton about July 15th.

Mr. Drake, of Provost, is visiting at the home of Mr. and Mrs. Fred Roe.

Don't forget the big Jubilee Dance on July 1st at the Community Hall.

Visitors to Calgary last Sunday: Mr. and Mrs. Fortner and family, Mr. and Mrs. Fackelman and family.

If any Klondykers of the 58 rush ride in the district of Bow Valley, they will find in their names to J. J. Wilson, of the Bank of Commerce Building, Calgary, or R. Woodrow, Carleton Place.

FROM THE PRAIRIE TO A BUSINESS CENTER

The above heading might quite appropriately be applied to many a town.

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The used Ford car you buy represents so many unused miles of transportation. The price you should be in proportion to the unused mileage which remains in the car.

Whether or not you get the unused mileage you pay for depends largely upon where your used Ford is purchased.

All used car dealers like to handle Fords because the Ford enjoys public confidence and therefore commands a ready sale. But the only safe place to buy a used Ford is from the authorized Ford dealer. He can tell what usage a car has had and knows exactly what reconditioning must be done. He has the men, the equipment and the genuine Ford parts necessary to do this job properly and the Ford you buy from him is a better car than you can get for the same money anywhere else.

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4. The use of the car is guaranteed to be as good as the authorized Ford dealer's.
5. The Ford Motor Company of Canada, Limited, offers a complete line of accessories to suit all needs, ensuring ease and comfort in all seasons.
6. The authorized Ford dealer is a permanent business institution in this community. He cannot afford to jeopardize future business by selling anyone an unsatisfactory car.

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Fly season is here, and you should see that your Screen Doors and Screen Windows are ready. We also handle Wire Cloth by the yard, Swats, Poison, Etc.

We have a good stock of Sport Goods of every description for Tennis, Golf, and Baseball.

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HEARD ON THE STREET

"I did one charity act today," remarked a Calgary merchant as he sat down to dinner.

"I'm glad to hear it, dear," said his wife. "Tell me about it."

"Oh, one of my clerks wanted an increase in salary, so that he could get married, and I refused to give it to him."

Percy Parish: "Don't you see that sign, 'No hands wanted'?"

Bill Wilkinson: "Oh, yes, but I promised the means I'd sure ask for a job today, and that's why I applied here."

The Calgary girl reporter had been assigned to do human interest stuff and interviewing a steel riveter. "Don't you ever feel nervous and frightened when you are working on a narrow beam way up in the air?" asked the riveter. "I'd been answering a little the other night and I didn't go home, and the next morning I looked down and saw my wife coming toward the building, and I almost fainted."

Mrs. Blank: "She wanted to have a finger in the pie, but I smelt a rat and nipped it in the bud."

Bill Wilkinson: "For Mrs. Blank, 'ow you miss your semaphores!'"

Wilfred Gardner: "Who was that peach I saw you with?"

Rexall Red: "She wasn't a peach, she was a grapefruit."

Wilfred: "Why grapefruit?"

Red: "I squeezed her and she bit me in the eye!"

Teacher: "Johnnie, what does 'note' mean?"

Pupil: "It means girl."

Teacher: "What makes you think that, Johnnie?"

Pupil: "Well, the other day the nurse came in and says to pa, 'It's a girl,' and pa says, 'That's a hell of a note!'"

"The collection this morning," observed the rector, "will be taken on behalf of the arch fund, and not, as erroneously printed in the service papers, on behalf of the arch-bishop."

Visitor: "So you have triplets at your house? Has your father names for them yet?"

Small boy: "Yes; but I don't think any minister would baptize them with what pa calls them."

"Call yourself a typist," fumed a Calgary employer, "and you can't fix a ribbon on the machine!"

"Well," she demanded haughtily, "does Underwark know how to tune a piano?"

"During, this knife isn't very clean?"

"I can't understand that, dear. I've only just finished cutting the soap with it."

"I see you have a filing cabinet."

"Oh, yes."

"What is your system?"

"The stenographer finds it handy to keep her gossamers in."

A lawyer who advertised for a chauffeur, when questioning a Negro applicant, said: "How about you, George: are you married?"

"Now, suh, loas, suh. Ah makes my own livin'."

D. A. Perry: "Are you sure this lady hasn't left anything behind, porter?"

Porter: "Yes, sir, not even a tip."

"Ah don't ride on dem things," said the elderly Negro lady, looking in the merry-go-round at Bowties. "Pork. Why, do other day Ah seen Rastus Johnson git on an' ride as much as five dollar's worth an' git off at the very same place he got on at, an' Ah see to him, 'Rastus, Ah see you spent y money, but whar yo' been?'"

"I had no idea," said Alice to Aggie, "that profanity was so rife until I drove a car."

"Do you hear much of it on the street?" asked Aggie.

"Yes, nearly every time I bump into someone he swears dreadfully."

George: "Saw Bill today?"

Ted: "What did he say?"

ADMINISTERING AN ESTATE IS A BUSINESS IN ITSELF

When you are debating with yourself whether to name an individual or a Trust Company, as Executor of your will and trustee of your estate, bear in mind this vital distinction.

With most individuals executorship is a side issue, for which they have no special preparation. Administering wills and managing estates is the business of a Trust Company for which it has been organized and is especially equipped.

Correspondence invited.

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208 Eighth Ave. W., CALGARY.

George: "Nothing. His wife was with him."

Jim Moran: "Why so depressed, old man?"

"The horrible cost of living, old chap. Constant bills for materials, paint, shingles."

Jim Moran: "What, your house?"

"No, my daughters."

Smithy: "Oh, oh, on the wedding invitation it says 'R.S.V.P.' What does that mean?"

Frank Miller: "Ach! Such ignorance. Dat means to bring 'Real Silver' Wedding Presents."

A fellow who was carrying a swell jag, stared with fascination into Spence Hughes' brightly-lighted window of auto accessories. The object of his gaze was a display of auto chairs, and in particular a huge placard proclaiming that these chairs "prevent skids."

"Humph," he said, "Mash get me some; don't want any more skids."

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The fact that the Alberta Wheat Pool has increased its membership by some 14,000 farmers since it was formed, offers strong proof of the success of this farmers' marketing organization. The membership in 1923 was 25,000 (in round figures). Today it is 39,000.

Acknowledge the Pool has Helped

The stabilizing effect of the operations of the Canadian Wheat Pool in the Wheat Markets of the World is acknowledged by leading Old Country importers, millers and bakers.

Practically all non-Pool farmers admit the Pool has helped and is helping them. There is no good reason why any farmer in Western Canada with grain to sell should not market it through the Pool. Every new Pool recruit adds to the influences of the organization. Businessmen, professional men and statesmen all testify to the beneficial effects of the operations of the Wheat Pool.

Outside the private dealers in grain, and kindred interests, The Wheat Pool has no enemies.

Is the Pool not Worthy of your Support

No matter what anyone says to the contrary, the Wheat Pool has exerted an upward tendency on prices both in and out of Canada. The Pool has meant fairer dealing to the farmers and a more satisfied and contented countryside. It has meant "better living" for Alberta farmers.

Are these not worthy objects? Has not the achievement of the Wheat Pool been a notable one? Is it not worthy of your active and loyal support?

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Notices of entertainments, meetings, sales, etc., at which admission is charged, articles sold, or a collection taken, with the exception of actual church services, will be charged for at regular advertising rates.

EXPANDING SCIENTIFIC, INDUSTRIAL AND RESEARCH WORK

To the end that Canada's Natural Resources may be developed to the fullest possible extent, that Canadian Industries may be placed on the most efficient basis, and that the waste products of industry may be utilized, it is deemed, decided upon an important expansion of the activities of the Honorary Advisory Council on Scientific and Industrial Research. As stated by Hon. James Macdonald, Minister of Trade and Commerce, during the closing days of last session, it was the intention of the ministry to submit to Parliament a generous appropriation for the purpose, but it was felt that such an appropriation should not be put through without opportunity for adequate discussion on the part of the members of both Houses.

The sum to be appropriated will be approximately sufficient, it is believed, to place the dominion on a per capita basis of practical equality with other countries which are at present engaged in intensive research work. The most important feature of the proposed expansion will be the establishment at Ottawa of National Research Laboratories directly under the control of the National Research Council. The function of these laboratories will be two fold as follows:

1st.—Standardization work of all kinds to that being conducted by the Office of Standards at Washington, or the National Physical Laboratories in England.

2nd.—To make provisions for the carrying out of research in the various laboratories which will be open to private firms who desire to conduct investigations, under the administration of the permanent staff of the National Council. For instance any private corporation will be enabled to employ a researcher to conduct an investigation into any particular problem affecting its business, and will be able to retain the results to itself after paying the cost of the laboratory facilities. In many cases it is pointed out, manufacturers cannot afford the cost of laboratories, but can well afford the cost of individual and supervised research. At the Mellon Institute at Pittsburgh last year \$527,000 was expended on private research, alone, while at the Bureau of Standards at Washington, half a million was spent for the same purpose.

The whole amount spent on research last year in Canada, including all agencies, was comparatively small, and was probably not a third of what would have had to be expended if the Universities had not given free assistance. In the same year in Great Britain, the sum of \$5,000,000 was spent on research and in the United States \$50,000,000. It will therefore be obvious that the proposed expansion of research facilities here is highly necessary.

Under the Act passed on July 19th, 1924, by which the Research Council is incorporated, the functions of the Council may be summarized as follows: To promote the utilization of the Natural Resources of Canada; to undertake researches with the object of improving the technical processes and methods used in the industries of Canada; with a view to utilizing the waste products of the industries; to investigate and determine standards and methods used in the industries of Canada with a view to utilizing the waste products of the industries; to investigate and determine standards and methods of measurement; to undertake the standardization and certification of scientific and technical apparatus and instruments; to investigate and determine standards at the request of an industry, the materials used by, or the products of the industry making the request; to make researches the object of which is to improve conditions of agriculture; and to have supervision over researches which may be undertaken by individual firms or organizations which may desire to

avail themselves of the facilities offered.

It is quite obvious that such functions as are laid down in the Act cannot be performed without the creation of national laboratories equipped in an up-to-date fashion. It is the government's intention that such facilities shall be provided.

Up to the present time the National Research Council has been operating in a conservative manner being doing excellent work in close co-operation with the Interior and other departments, educational institutions and other bodies, but is laboring under considerable handicaps. Under the able leadership of Dr. H. M. Fox, head of the University of Alberta, it has functioned as follows:

1st.—By the granting, from its small appropriation, of scholarships or bursaries to graduate students working in universities, this work involves both research and training for research.

2nd.—By the making of grants to assist researches being carried on by competent persons in universities where laboratories exist.

3rd.—By organized co-operative researches where the work requires a knowledge of more than one branch of science. Examples of this latter branch of activity are to be found:

(a) In the investigations which have for some years been in progress respecting wheat rust, and in connection with which the Department of Agriculture and the western universities are co-operating. In the regard it may be pointed out that the average annual loss to the dominion through wheat rust is approximately \$25,000,000. Investigations so far have produced important results, and it is anticipated announcement of important discoveries will be made at an early date.

(b) In the investigation into the causes of tuberculosis, human and bovine, which involves co-operation between the Department of Agriculture, leading bacteriologists of all universities, and two or three specially selected scientists in the Dominion. Wonderful results, it is stated, have already been obtained, particularly among the Indian peoples. Pathologists, bio-chemists, X-ray specialists and clinicians have co-operated in this work.

(c) In the investigation into the effect of dampness on wheat—on this effort the Dominion Wheat Laboratories at Winnipeg, the three western universities and an associate committee of the Council are working jointly with highly satisfactory results.

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(d) Investigation, in co-operation with the Engineering Standards Association, and other bodies into the standardization of electrical fittings and devices, black pavements, bituminous concrete macadam and earth roads, and the foundations thereof. (e) Investigation of highway terms, car lanes, traffic signs for highways, etc.

(f) In investigation into house insects, being carried on in co-operation with the University of McGill, Toronto, Saskatchewan, and Alberta.

The above are only samples of the sixty odd researches being conducted in the co-operative and other lines.

In the first place the universities, with limited funds at their disposal are at work. In the second place the National Council is doing quite remarkable things with the limited at its disposal, and in the third place the Scientific branches of the department of the Government are doing excellent work, especially in various branches of science. But there are in Canada no national laboratories for industrial research, no system of research scholarships worthy of the name excepting those offered by the Council, no graduate schools comprehensive of the sciences in any university comparable with the best in the United States; no National foundations, with the possible exception of the Banting Foundation in Toronto; and no national scientific publication.

While it is realized that pure science must be pretty well left to the universities, it is the aim of the government to co-ordinate all the forces now engaged in industrial and scientific research under one common aim, with a system of laboratories as the central basis for the direction of the entire activity. It is the desire to concentrate present energies, but more or less haphazard endeavor under one head, to bring about uniform activity and effort, and to eliminate so far as possible wasteful duplication. The men and the brains are available. The Research Council has effected an aggressive and co-operative system. It is now proposed that there shall be established a national institution thoroughly equipped and efficiently managed, whereby all effort shall be focused on one aim.

A study of the British model of research is one of the objects of the present visit of Hon. James Macdonald, Minister of Trade and Commerce, to Ireland.

ARDENE U.F.W.A.

The regular meeting of the U.F.W.A. was held at the home of Mr. Geo. Lawson, June 28th. The regular business was attended to, and a letter read and discussed, after which Mrs. Haddock, who was program leader of the afternoon, read a very interesting and edifying paper on health and cost, which was thoroughly enjoyed by all. Mrs. Horrocks also read a paper about the Prince of Wales visiting wounded soldiers in England. The next meeting will be held at the home of Mrs. James, when the Junior U.F.W.A. will also meet. July 5th. A full quota of members were present with two visitors. The meeting was adjourned, and a lovely tea was served by the hostess.

THE LABEL

on your paper indicates the date on which your subscription expires. IF YOU are in arrears we would appreciate an immediate settlement.

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COMING EVENTS

Langdon Fair, the big agricultural
 event in the Bow Valley, August 10

Official opening of Wyndham Park
 at Carlsbad, Friday, July 1st. Every-
 body invited. No admission fee.

Big Days Sport at Standard Field,
 July 1st. Big baseball tournament.

Monday night 8 p.m. social in the
 United Church to farewell Rev. Mr.
 and Mrs. A. H. Rowe.

Five Blochs have arrived, get your
 kinsling right away. Chas. Keeling
 Phone 72, Strathmore.

Sealed tenders will be received until
 July 16 for the painting of the Night-
 angle Schoolhouse, Harts, etc.

The chairman of the board will give
 any information necessary regarding
 conditions and requirements, and will
 receive tenders.

FRED NEWALL
 Chairman of Board
 Nightingale, Alta. 5-7

Strathmore
Stampede
JULY 20, 1927

DIAMOND JUBILEE
CELEBRATION
 — AT —
Wyndham Park --- Carlsbad Bridge
FRIDAY, JULY 1st, 1927

OFFICIAL OPENING OF WYNDHAM PARK.
 Municipal Recreation Grounds of M. D. Bow Valley and M. D. Dinton.
 Parade, 10:30 a.m.
 Tug-of-War between the two councils,
 M. D. Bow Valley vs. M. D. Dinton.
 Pageant, 11:30 a.m.
 Lunch —
 Midget Ball Game.
 Races, 1:30 p.m.
 High School Ball Game—Basketball
 Speech, Rev. A. M. McCall, 3:00 p.m.
 Games, at 5:30 p.m.
 EACH SCHOOL IN THE PARADE WILL PLEASE CARRY INDI-
 VIDUAL BANNERS, WITH NAME OF SCHOOL.
16-PIECE BAND IN ATTENDANCE
DANCE AT CARLSBAD HALL—Strathmore Elks Orchestra.
 Basket Picnic. Refreshments may be obtained on the grounds.
EVERYBODY IS CORDIALLY INVITED.
NO ADMISSION FEE

"Everybody Reads The Strathmore Standard"

FLORAL
DECORATIONS
AND
DESIGNS
MEARS FLORAL COMPANY
 Cut Flowers and Plants
CALGARY
 Store M3386, Night 11088
 5th Ave., 1st St. W.

Hirtle's Theatre
FRIDAY AND SATURDAY, JULY 1 and 2
 Bebe Daniels In—"SENORITA"
 — Captor of the "Winking Idol" —
MONDAY, TUESDAY AND WEDNESDAY,
 July 4th, 5th, and 6th. Joe Marks presents
 Bert Johnson and a Company of Vaudeville
 Artists.
FRIDAY AND SATURDAY, July 8th and 9th
"THE WINNING OF BARBARA WORTH"
 with Ronald Coleman and Vilma Banky.
 7:30 p.m. and 9:15 p.m.

Auction Sale

UNRESERVED
 Instructed by Mrs. Frank Scott,
 Strathmore, I will sell by Public
 Auction, the following, on

Saturday, July 9th
 1927, at 1 p.m.

HOUSEHOLD EFFECTS
 2 Fumed Oak Rockers, solid leather
 seats, Medicine Chest, 2 Parlor Tables,
 Dining Room Suite, complete; Small
 Rocking Chair, 2 Double Beds, 1 with
 Outrigger mattress and Luxury
 springs; Single Bed, 2 Fumed Oak
 Dressing Table, Chest of Drawers,
 Fumed Oak China Cabinet, CHD's
 Cup and Mattress, 2 Heaters with
 pipes, Kitchen Range and pipes,
 Washing Machine and Winger, Drop-
 leaf Table, Kitchen Cabinet, Old
 Chairs, Daisy Churn, 2 Lino, Stove
 5 x 9 and 10 x 12; Old Lardolam,
 Wining Rug 9 x 10 1/2, Push Cart, 2
 Cream Cans, Ice Cream Freezer, 2
 Bath Tubs, Carpet, Sewer, Dining
 Room Clock, 2 other Clocks, Baby
 Carriage, Crock and Old China, Bins
 Garbage Tin, Coal Oil Heater, Sectors
 7 Lamps, 2 gasolene and 2 coal oil;
 Washstand and Toilet Set, Girls
 Slaters, size 12; Step Ladder, Sectional
 sofa, Kitchen House, Stump, Plan,
 Hay Fork, Cow Chain, etc. and other
 articles too numerous to mention.
 Terms Cash — No Reserve
MRS. SEALES — A. LAYZELL
 Owner Auctioneer

THE LABEL
 on your paper indicates the
 date on which your subscrip-
 tion expires. IF YOU are in
 arrears we would appreciate
 an immediate settlement.

THESE WANT ADS BRING RESULTS



WANT ADS

Rates for one insertion, 2 cents per word per issue. 1 cent per word each additional issue, minimum charge 50c. Cash must accompany ads.

Houses for Rent or Sale
TO LET: DWELLING ON FIFTH
 Street, occupied by Mr. Moodie, well
 drilled, rent \$20.00. Apply T. M.
 Weirs, Barrister &c. 29-4-11

FOR SALE: FIVE ROOM HOUSE,
 pump in summer kitchen, 75 foot
 lot. Price \$1,550, cash \$500, bal-
 ance arranged; less for all cash.
 Phone 65. 16-11-11

TO LET: SMALL DWELLING 3rd
 Street, to rent from 1st July, 4 rooms
 rent \$12.00. T. M. Weirs, Barrister,
 Phone 22, Strathmore. 22-6-11

Farms for Sale or Rent
TO RENT: TWO HALF SECTIONS
 of good Pasture for this season.
 plenty of good water. Apply T. J.
 Koch, Ardmore, Phone 705. 17-11-11

MISS E. MARCHANT
 has opened a nursing home for
 the reception of maternity
 and non-contagious cases.
 For terms phone 14, Strath-
 more. 12-7-11

FOR SALE: ONE TON FORD TRUCK
 1923 model. J. F. Bell, phone 908,
 Strathmore. 29-6-11

Livestock
FOR SALE: THREE FULL BLOODED
 Holstein Milk Cows, one six-month
 old Bull, Apply E. F. Wheeler,
 Phone 109, Nanaka, P. O. Box 19,
 Nanaka. 6-7-11

FOR SALE: PIGS, YORKSHIRE,
 \$5.00 each. D. Peebles, P. O. Box
 87 Strathmore, Phone 503. 29-6-11

FOR SALE: PURE-BRED YORK-
 shire Glts and Boars various ages,
 eligible for registration, from you-
 little gentle sows. W. E. Keer,
 Chedoke, Phone 1713. 12-7-11

FOR SALE: TWO SHORTHORN
 Bulls, one-year-old, one red and one
 roan. Apply J. A. Lytle, Ardmore,
 Phone 917. 6-7-11

Seed Grain, Hay & Feed
FOR SALE: ABOUT TEN TONS
 Time Hay. Apply N. Hamar, Phone
 1316, Strathmore. 27-4-11

Lost and Found
LOST: TIRE FOR OLDMOBILE CAR
 between J. Damsen's and Strathmore
 last Sunday evening. Reward to
 finder. Nouty J. P. Voornman, Strath-
 more, Phone 11119. 29-4-11

READ THE WANT ADS.

HIRTLE'S THEATRE
Three Big Nights—Mon., Tues. & Wed.
JULY 4 - 5 - 6
JOE MARKS Presents
BERT JOHNSON'S
Magic and Fun Show
 —including—
BERT JOHNSON
 The Whirlwind Magician, Illusionist
 and Ventriloquist.
MURIEL—The woman who knows. She tells all,
 good and bad. You hear nothing but the
 truth—Free to all.
SALVAIL—Converted gambler and card king in ex-
 posure of gambling.
SALAMBO—Johnson's Egyptian attendant.
KATE CALLON—Canada's only lady magician.
EDDIE NEILSON—Manipulator.
 —Special Matinee Wednesday—2:30—
PUNCH AND JUDY—Royal Marionettes and John-
 son and his Wooden-Headed Family.
 Complete Change Each Night—Doors Open 7:30
 Performance 8:15.
 Prices—Evening 25c and 50c; Matinee 15c and 35c